	Application No.	Applicant(s)
Notice of Allowability	10/046,135	HEGDE ET AL.
	Examiner	Art Unit	
	Anh Ly	2162	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to *05/03/2006*.

2. ☒ The allowed claim(s) is/are *20, 22-26, 27, 29-32, 33, and 35-39 (renumbered as 1-17)*.

3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

    a)☐ All   b)☐ Some*   c)☐ None   of the:

       1. ☐ Certified copies of the priority documents have been received.

       2. ☐ Certified copies of the priority documents have been received in Application No. _____ .

       3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

    * Certified copies not received: _____ .

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application. **THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.**

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.

5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.

    (a)☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached

       1)☐ hereto or 2)☐ to Paper No./Mail Date _____ .

    (b)☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____ .

    Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).

6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. ☐ Notice of References Cited (PTO-892)

2. ☐ Notice of Draftperson's Patent Drawing Review (PTO-948)

3. ☐ Information Disclosure Statements (PTO-1449 or PTO/SB/08), Paper No./Mail Date _____

4. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material

5. ☐ Notice of Informal Patent Application (PTO-152)

6. ☒ Interview Summary (PTO-413), Paper No./Mail Date *07/18/2006* .

7. ☒ Examiner's Amendment/Comment

8. ☒ Examiner's Statement of Reasons for Allowance

9. ☐ Other _____ .

JEAN M. CORRIELUS
PRIMARY EXAMINER

DETAILED ACTION

1.   This Office Action is response to Applicants' AMENDMENT filed on 05/03/2006.

EXAMINER'S AMENDMENT

2.   An examiner's amendment to the record appears below. Should the changes

and/or additions be unacceptable to applicant, an amendment may be filed as provided

by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be

submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview

with Mr. Timothy P. Sullivan (Reg. No.: 47,981) on 07/12/2006 at (206) 342-6254 and

(206) 342-6200.

The application has been amended as follows:

Claim 20:

20. (currently amended) A computer-implemented method executing at least in

part by a computing device having a tangible component for providing rich media

presentations to a device over a network, comprising:

receiving a non-user request for a rich media presentation from the device before

requests to play a media package; wherein the request is made for the rich media

presentation before a user requests to play the rich media presentation;

determining whether the request for the rich media presentation comes from an

unaffiliated site; and when the request comes from the unaffiliated site denying access

to the device; wherein the unaffiliated site may attempt to incorporate the rich media

presentation illegally onto their site;

determining whether the request for the rich media presentation comes from an affiliated site; and after it is determined that the request comes from the affiliated site:

detecting attributes relating to the device;

automatically generating the rich media presentation for the device after detecting the attributes relating to the device, wherein the rich media presentation is optimized for the device based on detected attributes; <u>wherein generating the rich media presentation for the device, comprises: generating a virtual player optimized for the deice; generating a presentation package optimized for the device; and generating the media package for the device;</u>

providing the rich media presentation to the device; and

providing a presentation package include file that uniquely identifies the rich media presentation that is associated with an e-retailer; wherein the presentation package include file allows presentation attributes that relate to the rich media presentation to be set.

Claim 21:

Cancel claim 21

Claim 22:

In the first line of claim 22, "The method of claim 21", please replace with "The method of claim 20,"

Claim 27:

27. (currently amended) A computer-implemented method executing at least in part by a computing device having a tangible component for providing rich media presentations to a device over a network, comprising:

receiving a request for a rich media presentation from the device in response to the device accessing a page including a single line request that is used to obtain an include file from a provider;

determining when the request for the rich media presentation comes from a supported site, and when the request comes from a supported site;

determining when the device is authorized to receive the rich media presentation by determining whether the device is accessing an authorized e-retailer; and after determining the device is authorized;

detecting attributes relating to the devices;

automatically generating the rich media presentation for the device when needed, wherein the rich media presentation is optimized for the device based on detected attributes relating to the devices; wherein generating the rich media presentation for the device when needed, comprises: generating a virtual player optimized for the deice when requested; generating a presentation package optimized for the device when requested; and generating the media package for the device when requested;

providing the rich media presentation to the device.

Claim 28:

Cancel claim 28

Claim 29:

In the first line of claim 29, "The computer-readable medium of claim 28", please

replace with "The computer-readable medium of claim 27,"

Claim 33:

33. (currently amended) A computer-implemented system for providing a rich

media presentation to a physical-computing device over a network, comprising:

a processor and a computer-readable medium;

an operating environment stored on the computer-readable medium and

executing on the processor;

a communication connection device operating under the control of the operating

environment;

a rich media presentation application operating under the control of the operating

environment and operative to perform actions, including:

receiving a request for a rich media presentation from the device when the

device accesses a page on the network, the page including a single line that identifies

an include file relating to the provider of the rich media presentation;

determining when the request for the rich media presentation comes from a

supported site;

determining when the device is authorized to receive the rich media presentation

by determining whether the device is associated with an affiliated e-retailer; and when

the device is not authorized denying access to the device, and when the device is

authorized;

detecting attributes relating to the device;

automatically generating the rich media presentation for the device when

needed, wherein the rich media presentation is optimized based on the detected

attributes relating to the devices; wherein generating the rich media presentation for the

device when needed, comprises: generating a virtual player optimized for the deice

when requested; generating a presentation package optimized for the device when

requested; and generating the media package for the device when requested; and

providing the rich media presentation to the device.

Claim 34:

Cancel claim 34

Claim 35:

In the first line of claim 35, "The system of claim 34", please replace with "The

system of claim 33,"

3.   Claims 21, 28 and 34 have been cancelled.

4.   Claims 20, 22-26, 27, 29-32, 33 and 35-39 are allowed.

Allowable Subject Matter

5.   The present application has been thoroughly reviewed. Upon searching a variety

of databases, the examiner respectfully submits that claims 20, 22-26, 27, 29-32, 33

and 35-39 are allowed in light of the applicants' argument and in light of the prior arts of

made record.

6.   The following is an examiner's statement of reasons for allowance:

        The claimed invention is directed to a method, a computer readable medium and

a system for providing rich media presentation to a requesting device over a network

when required. Attributes of the requesting device are determined and used to create

optimized code for the requesting device. The attributes may include information

relating to the operating system of the requesting device.

        The closest prior arts, Pub. No.: US 2005/0044189 A1 of Ikezoye et al.

(hereinafter Ikezoye) teaches identifying media content presented over a media playing

device over the Internet. A user that would like to listen to Internet music/radio would

use client application and direct the client application to the appropriate server computer

such as from a unaffiliated site and an affiliated site. While Pub. No.: US 2002/0124100

A1 of Adams teaches attribute of devices to be detected such as streaming media

players for firewalls, security devices used by business and large organization, firewall

is installed for security purposes such as blocking or disrupting transmission by the

hosted web, and bandwidth requirements attribute for streaming media.

Thus, In combination, Ikezoye and Adams fail to teach "wherein generating the

rich media presentation for the device, comprises: generating a virtual player optimized

for the deice; generating a presentation package optimized for the device; and

generating the media package for the device."

These distinct features, in conjunction with all other limitations of the dependents

and independent claims render claims 20, 22-26, 27, 29-32, 33 and 35-39 them

allowable.

7.   Any comments considered necessary by applicant must be submitted no later

than the payment of the issue fee and, to avoid processing delays, should preferably

accompany the issue fee. Such submissions should be clearly labeled "Comments on
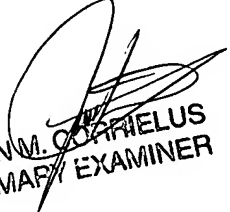
Statement of Reasons for Allowance."

Contact Information

8.   Any inquiry concerning this communication or earlier communications from the examiner should be directed to Anh Ly whose telephone number is (571) 272-4039 or via E-Mail: ANH.LY@USPTO.GOV **(Written Authorization being given by Applicant (MPEP 502.03 [R-2])) or fax to (571) 273-4039 (Examiner's personal Fax No.**). The examiner can normally be reached on TUESDAY – THURSDAY from 8:30 AM – 3:30 PM. If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Breene, can be reached on (571) 272-4107 or **Primary Examiner: Jean Corrielus (571) 272-4032**.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). Any response to this action should be mailed to: Commissioner of Patents and Trademarks, Washington, D.C. 20231, or faxed to: **Central Fax Center: (571) 273-8300**

ANH LY
JUL> 18th, 2006

JEAN M. CORRIELUS
PRIMARY EXAMINER